



Department of Property & Procurement

Government of the United States Virgin Islands

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February 3, 2016

AMENDMENT #1 RFP-007-2016(P) Qualified Public Relations Agency to Promote Tourism to the United States Virgin Islands

INSERT: *Question and Answers*

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED

BIDDERS MUST ACKNOWLEDGE RECEIPT OF THIS AMENDMENT WITH THEIR BID PROPOSAL.

QUESTION & ANSWERS

1. Can you provide more information on brand identity and the current campaign "You Unscripted"? **VI Nice was introduced to the market over a year ago, and the Department wishes to continue promoting the VI Nice Campaign. Of course, our goal is to build this campaign into a multilayered approach, branding the US Virgin Islands through a plethora of creative marketing strategies. We are currently, revising the You Unscripted brand.**

2. What are your target audiences, US markets and key verticals (e.g., culinary, romance, water sports, adventure)?

All of the above in addition to Dive, Marine Film, MICE, Sports, etc.

3. What is the estimated budget for the PR campaign? **The Department of Tourism is unable to answer any questions about budget requirements as they are against the Department of Property and Procurement's RFP rules and regulations.**

4. Should the agency provide costs for press trips and agent fam trips in the proposed budget? **The Department of Tourism is unable to answer any questions about budget requirements as they are against the Department of Property and Procurement's RFP rules and regulations.**

5. How many press visits and agent fam trips do you expect in a year?

The Department has operated 4-6 group media FAMs Annually and hosted approximately 10-12 media individually each year

6. Is it absolutely required to have a member of the team based locally in the USVI? **Having an individual with deep knowledge of the USVI and its product is an essential element of the review process**

7. Please clarify what information you require for J.4.b. current projects underway? **Projects that you are currently working on**

8. In J.4. a and b you ask for estimated costs. Our clients' budgets are confidential information that we don't disclose. Are we able to state this or will we lose points for not including? **Yes you will lose points. You do not have to provide the exact cost, just an estimate so that the evaluation team is able to determine if you have experience with a project of this magnitude.**

9. Please clarify what you are requesting for J.5. Project References- does the notarized consent form need to come from the Client reference or is it from the Authorized

Representative of the Agency stating the client reference contact information is correct?
From the client reference

10. Please clarify what you are looking for under D. Digital & Social Media PR Management. Is this to include Social Media Strategy and/or management of social media channels and development of content calendar or both?

The PR Agency provides input on the social media strategy and has created post for the Commissioner's page. However, the DOT does have a social media agency that handles the DOT FB, Twitter and Instagram program

11. Please clarify what you are looking for under D. Sales & Marketing support of the Leisure, Corporate, and Meeting & Incentive markets?

The DOT is seeking to have the PR agency provide media training, media outreach and messaging.

12. What destinations do you consider to be competitors? **All Caribbean destinations**

13. When is contract start date? **The start date cannot be determined at this time. Usually within 90 days after award.**

14. How long is the contract expected to be? **Contract needs to be awarded before the duration of the contract is agreed upon.**

15. On page 11 of the RFP, section D. Scope of Work, it states the agency will need to provide an "In territory PR account coordinator". Does "in territory" refer to placement in the Virgin Islands or in the United States market?

This could mean within the territory, which would be beneficial but it can also include someone with significant knowledge of the USVI product, culture, history and traditions who will be on the USVI account.

16. Please describe the scope of the social media/digital work.

Do you want your PR agency to manage your day-to-day social media, including posts? Or do you want the agency to design, plan and implement a strategic social media relations plan and hand over execution to another organization?

Digital media is actually placed by the Advertising agency. The PR Agency would be expected to coordinate with the DOT's advertising, and social media contractors on the overall messaging and strategy in traditional, digital and social media

17. We would also like more detail about your digital media request in the RFP and if it constitutes digital media work in the PR realm. **See above**